

office space to create twenty-four hour activity in the District, provide street security at night, and concentrate pedestrian activity. In addition, flexible building uses can support retail shops and restaurants that attract lunchtime and after-work shoppers.



Mixed-use development along Evans Avenue is an excellent place for locating a variety of uses in a concentrated area.

- ❑ **Setback:** Minimize building setbacks from streets. Buildings along Evans Avenue are encouraged to develop at the sidewalk edge. Minimum setbacks contribute to pedestrian-friendly areas with easy access to shops, restaurants and other services.



Building setbacks should be minimized to provide entrances that are clearly identifiable and directly accessible from the sidewalk.

- ❑ **Building Façades:** Vary and articulate building facades to provide visual

interest to pedestrians and make walking appealing. Buildings should incorporate design elements at the street level that draw in pedestrians and reinforce street activity. These include arcades, porches, bays, and balconies. Street level windows and numerous building entries are encouraged.



Street side buildings should encourage window shopping, heavy foot traffic in and out of stores, and people watching from outdoor seating areas.

- ❑ **Building Entries:** Primary ground-floor commercial building entrances along Evans Avenue should face directly onto the street or plazas. Secondary entries from the interior of a block could also be permitted. Retail anchor stores, such as grocery stores, need parking lot access to the primary entry. In those cases, pedestrian ac-



Storefront entrances should be a focal point of the building façade by including architec-

cess to the entry should also be provided from the street and configured so pedestrians are not required to walk through the parking lot to enter the store. Along walls without entries, windows and display areas can enhance building facades.



Storefront windows are a better alternative to tall, blank walls. They connect buildings to the street, and also provide additional illumination at night.

Well-placed details such as balconies, porches, street level windows, overhangs, awnings, and canopies over building entries can promote street activity by creating a pleasant, attractive walking environment. The preferred style for these elements would be from the early 1920s, which is compatible to



Awnings, canopies, and balconies are encouraged, particularly on street corners. These design elements draw in pedestrians and reinforce street activity.

existing architectural styles. Re-creating the physical appearance of that time period in street details, new buildings, and capital improvements reflects the past of the community. Details for the elements can be selected based on community significance. For example, blue and gold were the colors of I.M. Terrell School, which many residents attended. Incorporating those colors will also promote the District and give it a recognizable identity at a regional level. Collectively, these elements will complement one another and create a pleasing, comfortable pedestrian environment.



Sidewalk dining is encouraged, as it helps create a lively street environment.

Public Spaces

Appealing open spaces should be included in the District redevelopment plan. In particular, a central plaza should be developed at a prominent location along Evans Avenue. It can become a significant civic component to the commercial area, adding identity and focus to the neighborhood. It can also serve as a gathering place for the surrounding community, or hosting special events such as performances, displays or exhibits that emphasize the rich heritage of the area. Community groups and business establishments in the Evans & Rosedale District will have an outdoor room to use for gatherings. The plaza should



The public plaza will be centrally located within the District and provide a gathering space for visitors. Shade trees, benches and water are elements that can be incorporated into the plaza.

be welcoming for such events, as well as when it is simply a place to wait for a bus, or to relax at lunchtime.

The plaza should have good visibility from the street and strong linkages to gateway/entry points that are highlighted by design elements. The plaza could benefit from being close to civic uses or framed by a collection of two-story, mixed-use buildings. This would locate the plaza near uses that attract crowds, and provide an alternative gathering place. It may be most appropriately designed with finished hardscape materials such as stone or brick, and include water features, landscaping, and seating areas to provide a comfortable, relaxing environment. The edges of the plaza should provide a variety of seating and viewing opportunities, and privacy can be created by placement of planters or other design elements. Additionally, the mobility needs of the disabled, the elderly, adults with strollers, and vendors with carts should all be accommodated. Street closures should be considered to ensure the best placement of the public plaza.

Gateways and Connections

Defined points of entry become gateways to the District. They can be achieved using architectural features, monuments, public art, signage, paving patterns, and landscape that are symbolic to the area. Gateway buildings can be constructed at the edges of the District, which are noticeable and interesting to people traveling past. These significant fea-



A shaded area within the public plaza provides a tranquil place for talking and people-watching.

tures will lead visitors to the anchor uses. For example, creating a gateway at the intersection of Evans Avenue and East Rosedale Street with monimentation or other significant features that lead to a public plaza adds to the appeal of the street.



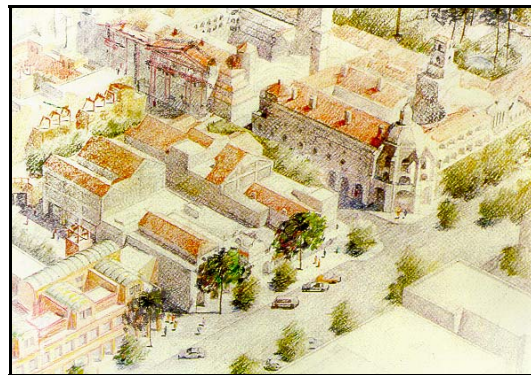
Corner buildings at the gateways to Evans & Rosedale can announce the block with a dominant architectural element.

Public transportation should connect Evans & Rosedale with other destinations in the Downtown and Medical district as well as the surrounding Near Southeast community. Currently Evans & Rosedale is served by a bus route connecting Downtown with Texas Wesleyan University and residential districts to the east. Providing different types of public transportation would greatly facilitate public access to the District.

The City of Fort Worth and the Fort Worth Transportation Authority will conduct a study in 2001 on the feasibility of offering alternative forms of public transportation along central city commercial corridors, including East Rosedale. Improving access to the District would increase the number of potential customers visiting shops and other attractions to sustain the district's economic vitality.

Urban design enhancements would also improve auto and pedestrian access to commer-

cial uses within the district. Streets may be closed or reconfigured to enable a private investor to have flexibility in redesigning the site for larger anchor uses. For example, to accommodate a larger development, the following streets could be closed and reconfigured for improved access: Missouri Avenue from East Rosedale to Leuda Street; Pulaski Street from Evans Avenue to Missouri Avenue; Dashwood Street from Missouri Avenue to the I-35W access road; and Verbena Street from Missouri Avenue to the I-35W access road. However, keeping a strong north-south connection along Evans Avenue between East Rosedale Street and Hattie Street is important.



Gateway buildings can be developed along East Rosedale Street at Evans Avenue and I-35W.

Although accessibility to the District is convenient for automobiles from I-35W and from East Rosedale, people on foot or on a bike should also have safe and appealing access to the district. In developing Evans & Rosedale, a major goal is to create streets that are comfortable, interesting, and safe to walk, rather than segregated pathways that isolate the pedestrian. Similarly, the emphasis for bikes should be to integrate them on the street rather than to create a separate network. The intent is to slow cars down to allow bicyclists safety and comfort on the street along Evans Avenue. Pedestrian and bicycle paths should connect the Evans &